

**R.J. Reynolds Tobacco Company**

**Inter-Office Correspondence**

SENT VIA E-MAIL

Brian F. Coleman  
Key Account Manager

5310 Porter Road  
North Olmsted, OH 44070  
440/779-8400  
440/779-1889 (Fax)  
67033 (Voice-Mail)

August 10, 1998  
BFC-148-97

Sales		Retail
1221	1222	Z
1222	1223	
1223	1224	
1224	1225	
1225	FC	
1226	MC	SC
1229	FA	
1240		
1244	RSM	RBM

ROU

1110 1210 1710

Please Distribute to All RM's/RR's w/ Responsibility for Marc's / Xpect

Re: Marc's (CID #3906-00-00)  
Xpect CID #3906-01-00)  
Contract Negotiations

Please be advised that we have finalized contract negotiations with the MGI owner of Marc's and Xpect stores. Marc's/Xpect has decided to Partner with RJR and B&W in all locations. With this new arrangement, all stores will be reset in order to provide B&W an exclusive 2' merchandiser to be placed Non-Self Service. RJR will dominate the Non-Self Service set and will also have a 24-facing APD Display and two (2) 2'x2' Price Signs authorized for each location.

B&W will also have a counter display with a total of 12 facings along with a GPC price sign. We are in the final stages of developing plan-o-grams for each of the locations as well as a roll-out schedule to reset all locations. Upon completion of the schedule, I will be ordering the necessary fixtures, displays and signs to each location for implementation. You will be provided a reset schedule for this roll-out.

51853 5058

-- 2 --

All contracts are being entered into the system now. As always, I thank you for your assistance with this important chain account. Should you have any questions, please feel free to contact me.

Regards,

**Brian**  
Brian F. Coleman

BFC/ccs

51853 5059